

# Exhibit 1

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## SyncNow

The way we watch TV has changed. What used to be a passive and lean-back experience is now becoming an interactive and engaging experience.

This growing consumer appetite for interactivity opens opportunities for Broadcasters, Operators, Content owners and Brands to deepen their relationship with the consumer.

The SyncNow technologies and platforms bridge the gap between TV and Digital making TV more engaging and create a relation that has never existed before.

## LATEST NEWS



### SYNCNOW BY CIVOLUTION : VIDEO

SyncNow is the multi-award winning and widely deployed ACR (automatic content recognition) solution. It enables real-time identification and second-accurate synchronization between broadcast, on-demand, recorded content and interactive applications on companion devices.

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### TV-SYNCEAD ADS – CEO INTERVIEW : VIDEO

Alex Terpstra, CEO Civolution talks about TV Synchronized Advertisements.

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## APPLICATIONS

[TV SYNCED ADS](#)[SECOND SCREEN SYNC](#)[SMART TV](#)

## TV Synced Ads

### FEATURES

- Powerful and easy to implement advertisement detection
- Real-time identification of TV commercials ("trigger-as-a-service") on largest monitoring footprint of 2200+ channels, 60+ countries
- Enables digital ad deployment within seconds of identified TV spot [50,000+ TV commercial database; identifies 500,000+ commercials worldwide each day]
- Inter-operable with all direct and programmatic/RTB digital ad platforms

### BENEFITS

- Bridges gap between TV & digital platform amplifying effectiveness of both
- Create cross-platform campaigns that harmoniously sync together for a multi-tasking demographic such as millennials
- Capture your target audience by reaching them on all digital interfaces and devices for those going online during commercials
- Get better yield out of your digital buys by having intelligence on television broadcasts that can complement your brands

FEATURES & BENEFITS

HOW IT WORKS

CASE STUDIES

## EQUIPMENT AND SOFTWARE

### WATERMARKING

#### SyncNow Promedia Plugin

The SyncNow Promedia plugin is a software solution optimized for easy integration within post-production facilities.



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#### SyncNow Live AES Box

This robust and standalone hardware-based solution allows for easy integration within any live feed, including production and playout centre workflows.

More info about Axon solutions can be found at [www.axon.tv](http://www.axon.tv)



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#### SyncNow - SDI Live Embedder

This robust and standalone hardware-based solution allows for easy integration within any live feed including production and playout centre workflows.

More info about Axon solutions can be found at [www.axon.tv](http://www.axon.tv)



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#### SyncNow File Embedder Suite

The SyncNow File Embedder Suite is a software solution optimized for easy integration within post-production facilities.



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### FINGERPRINTING

#### SyncNow Fingerprint Generation Suite

The SyncNow Fingerprint Generation Suite is a software solution to generate reference fingerprints (including associated metadata) and is optimized for easy integration within content creation workflows.

#### SyncNow Fingerprint SDK

The SyncNow Fingerprint SDK is a software solution for Mobile app development. The Fingerprint SDK consists of libs and API for automatic content recognition on connected devices.

## TV SYNCHRONIZED ADS

### Real-time ad recognition and triggering

Our platform automatically identifies commercials on TV in real time and at scale.

We use our global TV monitoring network to actually scan the broadcast video for advertisements as they air on TV (2).

Civolution operates a sophisticated ad harvesting process to keep the TV advertisement database up-to-date at all times (1).

Upon identification of the ad the system sends a trigger to the agencies' bidding and ad placement platforms (3). These platforms then bid in real time for inventory on social, mobile and online.

Within seconds of an ad airing on TV a TV-synced ad appears on the consumer digital screen (social, mobile, online). No need for a special app, no need to push buttons.



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### SOLUTIONS

[NexGuard - Protection](#)  
[NexTracker - Measurement](#)  
[Teletrax - Tracking](#)  
[SyncNow - Interaction](#)

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